

# ÆQAI

CRITICAL THINKING, REVIEW & REFLECTIVE PROSE ON CONTEMPORARY ART IN GREATER CINCINNATI

WWW.AEQAI.COM

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ÆQAI is an online journal for critical thinking, review & reflective prose on contemporary art in the greater Cincinnati region. Its particular focus is contemporary art. It defines 'contemporary art' as that which is made by living artists. Each month, the journal publishes a feature and two secondary articles.

The site has multiple purposes and goals:

- To provide an educated, analytical response to exhibitions, installations and other creative activities.
- To stimulate artists and curators to produce more refined work and superior exhibitions.
- To inform and educate the viewing public. This signifies challenging the viewer to the different modes in which to view art, enlighten him or her about the issues of the art community, and important news items often overlooked by conventional newspapers.
- To create a community of writers and art critics within the Cincinnati area to share thoughts and ideas.
- To create a forum in which all members of the visual arts community may contribute their ideas and opinions.

The journal reaches out to a broad audience. Artists, curators and gallerists will enjoy coverage and responses in their chosen field. Arts officials and administrators can witness in the journal a means in which the community under their care is engaged and drawn together around creative activities.

However, more importantly, the journal seeks to engage the general public. Often the layperson is intimidated to enter a gallery or attend an art opening due to the opacity of the art world and the incomprehensible nature of some contemporary art objects. The journal especially reaches out to these individuals, inviting them to enter into the discourse around such installations and artworks. We write the articles with such readers in mind, avoiding segregating terminology and excessive abstraction while still provoking thought.

Future projects of the journal include a bundling of all articles at the end of each year into print-on-demand books, the possible development of seminars on writing and the visual arts (such as criticism, Ekphrasis, artist statements and aesthetics) and educational lectures to corporate groups.

The journal funds itself through charitable donations, sponsorships and advertisements. There are advertising sections on the web site as well as the facility to donate or purchase such space via a PayPal link. All gross funds are divided into a pool in which the majority (60%) goes directly to the writers. Since the site is completely internet based, it has only labor costs to function and hence offers a high level of direct funding to the individuals writing and editing its content.